

# Idaho Potato Commission Annual Legislative Report

Jamey Higham, President/CEO  
Idaho Potato Commission



# About the Idaho Potato Commission

- Established in 1937
- The Idaho Potato Commission (IPC) is responsible for promoting and protecting the famous "Grown in Idaho®" seal, a federally registered trademark that assures consumers they are purchasing genuine, top-quality Idaho potatoes.



## IPC Audit Review of: FY2025

Including projection of income and  
expenditures.

**LEGISLATIVE BUDGET REPORT  
IDAHO POTATO COMMISSION  
FOR THE PERIOD SEPTEMBER 1, 2025 TO AUGUST 31, 2026**

**REVENUES:**

POTATO TAX	\$14,739,724
SEED ASSESSMENTS	\$100,000
GRANTS	\$200,000
SALE OF PROMOTIONAL ITEMS	\$160,000
PENALTIES, FEES, AND INTEREST	\$100,000
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	<b>\$15,299,724</b>
 ADD: RESERVES	 \$812,189
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	<b>\$16,111,913</b>

**EXPENDITURES:**

ADMINISTRATION	\$3,920,567
CONSUMER AD/PR	\$5,236,265
FOODSERVICE PROGRAMS	\$1,701,000
RETAIL PROGRAMS	\$1,795,000
RESEARCH AND EDUCATION	\$1,664,189
EXPORT ACTIVITIES	\$603,000
OTHER PR	\$379,703
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	<b>\$15,299,724</b>

# Issues Facing the Idaho Potato Industry



## Trade

Uncertainty and unease with some of our major trading partners: Canada, Mexico, and Asia. Greater competition with India and China.



## Market Conditions

Inflation is cooling but input costs remain high. Market prices remain down from historic highs.



## Nutrition

Dietary Guidelines released recently – mixed bag for potatoes. GLP-1s are something to watch.



## Others

Labor, succession, weather, disease, and urbanization.

# **2025-2026 IPC COMMERCIAL**





# Closing:

Questions?